**B. Com Semester II (Hons/Gen) Internal Examination (under CBCS), 2021**

**Paper: Marketing Management and Human Resource Management**

1. The objective of marketing management is \_\_\_\_\_\_
2. Buying and Selling
3. Maximizing Profits
4. Serving the organization
5. Customer satisfaction
6. As per \_\_\_\_\_\_\_\_ concept, consumers will buy organization’s products only when good selling and promotional efforts are undertaken
7. Production concept
8. Product concept
9. Selling concept
10. Marketing concept
11. If product performance exceeds customer expectations, customer is \_\_\_\_\_\_
12. Satisfied
13. Dissatisfied
14. Delighted
15. None of these
16. Serving a small special market not served by competitors is known as \_\_\_\_\_\_
17. Local marketing
18. Niche marketing
19. Segment marketing
20. International marketing
21. Convenience goods are those which are
22. Bought infrequently
23. Bought occasionally
24. Bought frequently and easily available
25. Bought on special occasions
26. Human resource management emphasizes on
27. Development of people
28. Punishment of people
29. Adoption of people
30. None of these
31. Which of the following is concerned with inviting a pool of applicants for vacant post?
32. Training
33. Recruitment
34. Selection
35. All of these
36. The full form of CSR is
37. Corporate social remedy
38. Concrete social responsibility
39. Corporate social responsibility
40. All of the above
41. \_\_\_\_\_\_ is the process of imparting or increasing knowledge or skill of an employee to do a particular job.
42. Training
43. Development
44. Motivation
45. Leadership
46. Job evaluation tries a systematic comparison among
47. Workers
48. Jobs
49. Organizations
50. Departments